



# ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision      **299910 /**

Original Date / Revision  
09/12/12    09/12/12

Advertiser **DCCC**

Agency    **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**Democratic Congressional Campai**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:05:00

Estimate #      **1308**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-3

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	63	\$36,656.25	\$43,125.00	0.00	10/01/12	10/08/12	63	\$36,656.25	\$43,125.00
<b>Totals</b>	<b>63</b>	<b>\$36,656.25</b>	<b>\$43,125.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	KNXV	10/02/12	10/05/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	- TWTF - -		1			\$125.00		0.00				
2	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	- TWTF - -		1			\$400.00		0.00				
3	KNXV	10/02/12	10/05/12		CM	7am-9am	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



KNXV

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Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					2	\$400.00		0.00			
4	KNXV	10/02/12	10/08/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF - -	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$50.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$50.00		0.00			
5	KNXV	10/07/12	10/07/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S					1	\$200.00		0.00			
6	KNXV	10/02/12	10/08/12	M-F 10am-11am The View	CM	10am-11am	MTWTF - -	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$400.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$400.00		0.00			
7	KNXV	10/02/12	10/08/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF - -	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$200.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$200.00		0.00			
8	KNXV	10/02/12	10/08/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF - -	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$400.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$400.00		0.00			
9	KNXV	10/02/12	10/08/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF - -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$500.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$500.00		0.00			
10	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF - -	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$600.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$600.00		0.00			
11	KNXV	10/02/12	10/08/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:30 PM-6:00 PM)	MTWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	M - - - - -					1	\$1,000.00		0.00			
E 12	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF - -	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$700.00		0.00			



KNXV

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Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 12	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TWTF--	4		\$700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		<del>(\$700.00)</del>		0.00 NM		
See MG 12.6 [program change preempt rv 9/6]														
6	KNXV	10/03/12-10/03/12		Prime News		8p-9p	--W-----	:30		\$700.00		0.00 NM		
Ⓜ MG for 12.2 10/03														
Week:		10/08/12	10/14/12	M-----	1		\$700.00		0.00					
13	KNXV	10/06/12	10/06/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S-	1		\$500.00		0.00					
14	KNXV	10/07/12	10/07/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$500.00		0.00					
15	KNXV	10/07/12	10/07/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$3,000.00		0.00					
16	KNXV	10/08/12	10/08/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	M-----	1		\$5,500.00		0.00					
E 17	KNXV	10/07/12	10/07/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$4,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/01/12-10/07/12		Sunday Prime D		9pm-10pm	-----Su	:30		<del>(\$4,000.00)</del>		0.00 NM		
See MG 17.2 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
2	KNXV	10/01/12-10/07/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.1 10/07														
18	KNXV	10/07/12	10/07/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$350.00		0.00					
19	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TWTF--	4		\$1,000.00		0.00					
Week:		10/08/12	10/14/12	M-----	1		\$1,000.00		0.00					
20	KNXV	10/02/12	10/08/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TWTF--	4		\$450.00		0.00					
Week:		10/08/12	10/14/12	M-----	1		\$450.00		0.00					
21	KNXV	10/07/12	10/07/12		CM	10pm-1035pm		:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00



KNXV

Print Date: 09/12/12

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**KNXV-TV  
PHOENIX**

Contract / Revision    **299910**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/12/12/    09/12/12

Order Sep    00:05:00

Advertiser    **DCCC**

Product **Democratic Congressional** Estimate #    **1308**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				SU 10-1035pm			-----S									
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S					1	\$1,000.00		0.00				
22	KNXV	10/02/12	10/05/12	M-F 1102pm-1206am	CM	1102pm-1206am	-TWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
				Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--					1	\$250.00		0.00				
														<b>Totals</b>	<b>63</b>	<b>\$43,125.00</b>
*Tax 1 Note: Tax 0.5%.																

\*Tax 1 Note: Tax 0.5%.